AMENDMENT AFTER FINAL
Serial No. 09/945,378
Docket No. CGR03-GN003

<u>In the Claims</u>:

1 - 32.   (Canceled)

33.   (Previously Amended) A computerized method for measuring a consumer's perception of a commercial entity's brand equity, logo, trademark, tradename, tag line, product name and the like, comprising the steps of:

      providing a present interactive advertising message to the consumer;

      allowing the consumer to interact with the present interactive advertising message;

      gathering data associated with the consumer's interactions with the present interactive advertising message;

      generating a statistical report from the data; and

      providing the statistical report to the commercial entity.

34.   (Original) The computerized method of claim 33, wherein the present interactive advertising message is provided to a computer accessible by the consumer, the computer having a display screen and an input device.

35.   (Original) The computerized method of claim 33, wherein the present interactive advertising message is provided to a display device accessible by the consumer, the display device having an associated input device.

36.   (Original) The computerized method of claim 33, including the step of obtaining demographic information pertaining to the consumer.

37.   (Original) The computerized method of claim 36, wherein the step of providing the present interactive advertising message to the consumer includes the step of selecting the present interactive advertising message from a group of interactive

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advertising messages based, at least in part, upon at least a portion of the demographic
information obtained for the consumer.

38.   (Original) The computerized method of claim 37, further comprising the
steps of:

        selecting a next interactive advertising message based, at least in part,
upon at least a portion of the data associated with the consumer's interactions with the
present interactive advertising message; and

        providing the next interactive advertising message to the consumer.

39.   (Original) The computerized method of claim 38, further comprising the
step of gathering data associated with the consumer's interactions with the next
advertising message.

40.   (Original) The computerized method of claim 37, further comprising the
steps of:

        selecting a next interactive advertising message based, at least in part,
upon a combination of at least a portion of the data associated with the consumer's
interactions with the present interactive advertising message and at least a portion of the
demographic information obtained for the consumer; and

        providing the next interactive advertising message to the consumer.

41.   (Original) The computerized method of claim 40, further comprising the
step of gathering data associated with the consumer's interactions with the next
advertising message.

42.   (Original) The computerized method of claim 33, wherein the present
interactive advertising message is provided within the context of an interactive game.

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43.   (Original) The computerized method of claim 33, further comprising the steps of:

    selecting a next interactive advertising message based, at least in part, upon the consumer's interactions with the present interactive advertising message; and

    providing the next interactive advertising message to the consumer.

44.   (Original) The computerized method of claim 33, wherein the step of gathering data associated with the consumer's interactions with the present advertising message, includes the step of gathering data related to the consumer's awareness of the commercial entity's brand.

45.   (Original) The computerized method of claim 33, wherein the step of gathering data associated with the consumer's interactions with the present advertising message, includes the step of gathering data related to the consumer's awareness of the commercial entity's product.

46.   (Original) The computerized method of claim 33, wherein the step of gathering data associated with the consumer's interactions with the present advertising message, includes the step of gathering data related to the consumer's recall of the commercial entity's tagline.

47.   (Original) The computerized method of claim 33, wherein the step of gathering data associated with the consumer's interactions with the present advertising message, includes the step of gathering data related to the consumer's recall of the benefit of the commercial entity's product/service.

48.   (Original) The computerized method of claim 33, wherein the step of gathering data associated with the consumer's interactions with the present advertising message, includes the step of gathering data related to the consumer's image association with the commercial entity's brand equity.

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49.   (Original) The computerized method of claim 33, wherein the step of gathering data associated with the consumer's interactions with the present advertising message, includes the step of gathering data related to the consumer's language association with the commercial entity's brand equity.

50 - 63. (Canceled)

64.   (Previously Added) The computerized method of claim 33, wherein the statistical report will illustrate a number of first-time accesses of consumers to the interactive advertising message over a period of time.

65.   (Previously Added) The computerized method of claim 33, wherein the statistical report will illustrate a comparison of the number of consumers who were able to identify at least one of the commercial entity's logo, trademark, tradename, tag line, and product name versus at least one of a competitor's logo, trademark, tradename, tag line, and product name.

66.   (Previously Added) The computerized method of claim 33, wherein the statistical report will illustrate information related to the consumer's interaction time with the interactive advertising message.

67.   (Previously Added) A computerized method for at least one of providing advertising to a consumer and for gathering statistical data from the consumer associated with at least one of a commercial entity's products and services, comprising the steps of:
        providing a computerized game to a consumer, the game including the step of testing the consumer's ability to recognize a marketing object associated with the commercial entity, the marketing object taken from a group consisting of: the commercial entity's logo, the commercial entity's trademark, the commercial entity's tradename, the commercial entity's tag line, the commercial entity's product name, a competitor's logo, a competitor's trademark, a competitor's tradename, a competitor's tag line and a competitor's product name;

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           gathering data associated with the consumer's interactions with the
computerized game;

           generating a statistical report from the data; and

           providing the statistical report to the commercial entity.

68.   (Previously Added) The computerized method of claim 67, wherein the statistical report will illustrate a number of first-time accesses of consumers to the computerized game over a period of time.

69.   (Previously Added) The computerized method of claim 67, wherein the statistical report will illustrate a comparison of the number of consumers who were able to identify the commercial entity's marketing object versus a competitor's marketing object.

70.   (Previously Added) The computerized method of claim 67, wherein the statistical report will illustrate information related to the consumer's interaction time with the computerized game.